Many sponsors still on sidelines

By Lori Kesler

As the stakes of big games keep rising, many marketers are taking a cautious stance about becoming involved in minor women's sports. They're waiting for games to emerge as viable partners before deciding to play.

"It's such an uncluttered area a sponsor can take a sport that hasn't been exploited and really make it its own," says Lesa Ukman, publisher of Chicago-based *Special Events Report*, an industry newsletter. "I see a lot of potential in the long run."

Experts agree that women's sports so far haven't generated many lucrative sponsorship deals except in professional tennis and golf. Insiders estimate that women's sports got only $100 million to $150 million of the $1 billion-plus spent overall last year on sports sponsorship. In fact, even the most optimistic boosters admit women's sports never may attract as many dollars as the games men play.

Lori Kesler, ADVERTISING AGE's St. Louis correspondent, covered network TV's involvement in the upcoming 1988 Olympic Games in the July 13, 1987 Sports Marketing Special Report.

■ *Excepting golf, tennis, women's sports failure to draw fans cools marketer interest*

For one thing, any spectator sport's popularity—and value to sponsors—depends on its ability to draw crowds and produce superstars, says Ellen Merlo, group director-marketing promotions, Philip Morris USA, New York.

She says few women athletes have reached superstar status in the past because girls' sports haven't gotten much attention at the high school level. "Women are just now starting to aspire to be professional athletes," she says. "They've never before seen this as a realistic way to earn a living."

Another problem, says one expert, is that TV programmers doubt large numbers of women will watch women's sports on TV. "When they try to reach women, they're more likely to use entertainment than sports," says Monica de Hellerman, president of International Sport Summit, New York.

Meanwhile, when sponsors set up local participation events for amateur runners, walkers or cyclists, they tend to favor co-ed events rather than women or men-only affairs.

Doug Pirnie, director-marketing services for International Management Group, Cleveland, argues that the co-ed strategy makes sense because most marketers want to target a dual audience. Because a growing number of men are shopping for such things as

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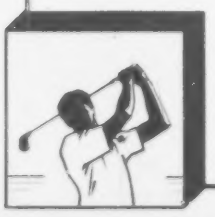

Companies learn the game

(Continued from Page S-2)

Ryder System, Miami, merely looked next door to the Doral Hotel & Country Club and its Doral Open, a stop on the Professional Golf Association Tour, as a means of enhancing its image. "We're known for our yellow trucks, but that's only 25% of our business," says Wendell Beard, VP, Ryder. "We thought sponsorship of a golf tournament could help."

Ryder's financial support—about $1.5 million for PR costs, media buys on the telecast and a contribution to the prize money—boosted the tournament's purse to $1 million. The increase helped the Doral Ryder Open draw 59 of the top 60 money winners last year. Attendance increased as did TV ratings.

Ryder estimates its sponsorship provided at least 103 million print media "impressions." That doesn't even count radio and TV exposure or the goodwill generated by wining and dining customers at the event and allowing them to play with the professionals in the pro/am tournament.

Sponsorship of major televised events also can help a company avoid being part of the clutter when it just buys 30-second spots. The networks are now willing to guarantee sponsors logo exposure and other considerations in return for ad buys.

The John Hancock Sun Bowl is a primary example. The Boston-based life insurance company paid $500,000 for rights fees, bought 25% of the commercial inventory for $350,000 and was allowed to place its logo on the 50-yard line.

But that's not all. As the Sugar Bowl sponsor last year, U.S. Fidelity and Guaranty Co., Baltimore, another insurance company, reaped extra rewards from its involvement in the event's festival, which includes a regatta, a national intramural flag football competition and a basketball tournament.

"It helps the agents," says Minor Carter, senior VP, USF&G. "They can entertain clients at the game [in our] hospitality tents. We didn't have much name recognition before, but we know its better now because it's easier for our agents to sell."

Sports tie-ins, however, can flop just as easily. While most companies now use in-house experts or hire consultants to devise sports marketing plans, some still jump in blindly.

The most fabled failure belongs to Chicago-based Beatrice Cos., which signed an estimated $80 million, five-year deal with Mario Andretti. Instead of putting brand names on Mr. Andretti's car, Beatrice used its less recognizable corporate moniker. The company couldn't justify the expense without quantifiable results and pulled out a year later.

The only other dangers, according to Mr. Dowling, exist when advertisers expect more, and events promise more, than sports marketing can deliver. "People have to be realistic or they will become disillusioned," he says. "Especially since more companies are looking to regional events because of their cost-effectiveness. The adver-

(Continued on Page S-6)

How the sports score—1987 sponsorship dollars

(in millions)

Golf	
PGA Senior Tour	$24
PGA Tour	85
LPGA Tour	17
Motor sports	
CART	75
IHRA	18
IMSA	50
NASCAR	85
NHRA	35
SCCA	13
Running	
Marathons, road races	50
Tennis	
WITA North American	21
MIPTC North American	28

Source: *Special Events Report*, Chicago

Sponsors on the sidelines

(Continued from Page S-4)
food and household goods, the marketers of those products don't limit themselves to women anymore, he says.

Certain female-oriented products might reasonably link up to women-only sports events, says Mr. Pirnie, but they also may encounter problems. For example, "it's sometimes hard for a cosmetics company to figure out how to use a hot, sweaty event to sell more mascara and blush," he says.

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And some people claim the very mention of some female products can embarrass male sports editors who control coverage of an event. When the Indianapolis-based U.S. Synchronized Swimming sold title sponsorship of its national championships to Tambrands Inc. for its Tampax line, it found newspapers reluctant to include the sponsor's name.

Some editors said they were following their stylebooks. Indeed, earlier this year the Associated Press ruled that corporate names would not be used to identify sporting events unless the events were indistinguishable without them. Others claimed ignorance of the event's proper name. But Betty Watanabe, Synchronized Swimming's executive director, suspects some editors just couldn't bring themselves to print the word Tampax. "Having a condom sponsor probably would have brought us more press," she quips.

Experts agree it may take a few years for sponsors to figure out how to make the most of women's sports. But there's been progress at several levels. In professional sports, women's tennis and golf are "very healthy and getting healthier every year," says Ms. Ukman.

The Ladies Professional Golf Association Tour, for example, will offer a $12 million purse next year, and its stable of big-name sponsors includes Konica U.S.A Corp., MasterCard International, Mazda Motors of America, McDonald's Corp., RJR Nabisco's Nabisco Brands, Nestle Foods Corp. and Sara Lee Corp.

Tennis likewise attracts big money and prestige sponsors—but it hasn't always been so. Philip Morris' Virginia Slims cigarettes began sponsoring women's tennis in 1970 when "women players were getting about one-tenth what men got and they played their matches at off-hours on back courts," says Ms. Merlo.

But pioneer players such as Billie Jean King and Rosie Casals proved they could wow the crowds with an entertaining game. In time, they were able to negotiate better prize money and sponsorships through a more lucrative series of tournaments. The result: The women's tennis purse for 1987 amounts to more than $18 million and the sport has several bona fide superstars.

Virginia Slims, the sport's largest sponsor, underwrites several individual events and the grand finale $1 million-dollar world championship series each November. In return, Virginia Slims gets worldwide publicity, an opportunity to sample adult audiences and to spin off retail promotions.

Ms. Merlo says clutter in traditional media has driven companies to seek more creative marketing vehicles. Sponsorship of the right sporting events, she says, will deliver "the consumer groups you want in a place they choose to be."

Some experts see women's professional bowling as the next hot women's sport. Although it's currently supported mainly by industry sponsors, the sport could offer a consumer product lots of visibility, says John Falzone, president of the Ladies Pro Bowling Tour, Rockford, Ill.

He says 59 million people bowl every year, including 22.6 million women. That generates strong audience interest for the ladies' fall tour, currently airing on ESPN for 90 minutes every Saturday afternoon.

The women pros will take home $835,000 in prizes from 13 events this year; the purse in 1988 is expected to top $1 million. The biggest sponsor lined up for 1988 is Seagram's Coolers, which will underwrite pro bowling's U.S. Open for men and women in April.

Meanwhile, San Francisco-based Major League Volleyball, a women-only sport that made its professional debut last February, is scouting for corporate sponsors for its four-month 1988 season. MLV operates teams in New York, Chicago, Dallas, Minneapolis, San Jose and Los Angeles. (There is no comparable men's league.)

Lee Meade, MLV executive director, says he'd like to sign marketers of women's products such as cosmetics, clothing, microwave cuisine, or wine coolers. Current sponsors include several volleyball equipment manufacturers and Fujitsu America, a computer company.

He's hoping the '88 Olympics will spawn another surge of interest in the sport as well as bring MLV a new crop of players. Viewership of women's volleyball topped all other Olympic events in 1984, he says.

"Volleyball has a strong chance of making it," says Holly Turner, a principal of women's sports marketing consultancy Auchincloss & Turner, San Francisco. However, she acknowledges that team sports for women generally don't garner as much corporate support as the individual sports such as tennis and gymnastics. "There's in-

(Continued on Page S-8)

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Companies

(Continued from Page S-4)
tiser has to realize 30,000 things could go wrong."

Ms. Ukman also warns of potential disappointments regionally, but believes company decentralization of overall advertising plans will lead to sponsorship of new types of sports and non-sports events.

Others say some sports, particularly NASCAR racing and golf, have neared the saturation point, forcing agencies and sports marketing companies to seek other alternatives. They say this is why events like skateboarding, fat-tire racing, beach volleyball and sled-dog racing are finding sponsors.

As for other trends, Monica de Hellerman, president, International Sport Summit, New York, believes gambling will create new opportunities for sports marketers.

"Gambling supports soccer in Europe and it could do the same here," she says. "Gambling revenues could provide the funds to help a sport promote itself and become popular. Then it could become more desirable to sponsors."

Because of changes in European broadcasting rules and more use of commercials, Ms. de Hellerman also expects more American companies to use sports to introduce their products in Europe, a marketing strategy Anheuser-Busch already has used with football to introduce its Budweiser beer in England.

Grand prix gets jump on affluent fans

By Janice Steinberg

They're lean, they're sleek, they have names like Bodacious Daniel, Eternal Journey and Touch of Class. They are grand prix show jumpers and they are the literal muscle behind one of the fastest growing spectator sports in the U.S.

Long one of Europe's most popular sports, grand prix jumping has been growing steadily in the U.S. since 1978, when the Cleveland-based American Grandprix Association organized its first national tour.

"We had a marketable commodity in the series," says Leonard King, AGA president based at Valley Forge Military Academy in Wayne, Pa. "National sponsors want a national presence. That's what got the ball rolling originally."

The tour started with 16 events and no corporate sponsors. In 1980, under contract with ESPN, the AGA started receiving television coverage and scored its first tour sponsor, Citicorp Diners Club's Carte Blanche credit card. Mercedes-Benz of North America took over tour sponsorship in 1981, an arrangement that continued until 1986.

Then, the 1984 Olympics put grand prix jumping on network TV. An enthusiastic public saw a colorful, lively sport in which riders urged their horses over a series of challenging jumps and were marked on faults—such as balking or knocking down a pole—and speed. And they saw U.S. equestrians take both individual and team gold medals in the event.

"The 1984 Olympic Games, being in the States and getting the television exposure they did, very much increased the interest in horse sports in general and grand prix jumping in particular," says Bill Landsman, New York-based PR director of the U.S. Equestrian Team. "Then, the fact that the U.S. won both the team and individual gold medals didn't hurt at all. I think people like to watch something that we're winners at."

"After ABC's coverage of the equestrian phase of the Olympics, we saw a dramatic increase in spectator attendance and sponsorship interest," says Jim Passant, PR director, AGA.

There are now two major national grand prix tours—the AGA and the Culpeper, Va.-based U.S. Grand Prix League—offering 56 events this year.

Janice Steinberg, a San Diego-based free-lance writer, is a frequent contributor to Special Report.

Grand prix jumping shows steady gains

American Grandprix Association growth, 1978-1986

	1978	1980	1982	1984	1986
Number of events	16	17	24	30	32
Total prize money & year-end rewards	$247,000	$385,000	$700,000	$1,255,000	$1,525,000
Average event purse	$15,400	$20,600	$26,250	$34,300	$41,562
Total tour attendance	34,000	68,000	150,000	230,000	275,000
Average event attendance	2,000	4,000	6,250	7,700	8,300
Total sponsorship income	0	$129,600	$486,500	$980,000	$1,285,000
Total print publicity (inch)	3,500	7,000	17,000	25,800	30,000
Total ESPN publicity (minutes)	0	4,320	3,240	3,780	5,000+

Source: American Grandprix Association

■ *'Prestigious, quality imagery' of horse jumping events reins in A-B, Rolex and others*

While exact figures aren't available, industry sources estimate corporate sponsorship of grand prix jumping for 1987 totals more than than $1.3 million in the U.S.

Anheuser-Busch Cos. and Rolex Watch USA sponsor the 1987 AGA and USGPL tours, respectively. In addition to tour sponsorships, corporations also sponsor the tours' individual regional events. Current event sponsors include Cadillac division of General Motors Corp., Chrysler Corp., GMC Trucks, RJR Nabisco's Nabisco Brands, Prudential-Bache Securities and United Missouri Banks.

Corporations are sinking $1.3 million into a sport which, although growing, still draws comparatively small audiences for one simple reason: upscale demographics.

The 44,000 members of the New York-based American Horse Show Association, which includes people involved in grand prix, dressage and other events, have average annual household incomes of $77,700, says Kathleen Mitchell, director-communications. Their median age is 35 and a surprising 86.1% are women.

"That's interesting for companies having anything to do with female products. They don't realize [horse events] are a gold mine," says Ms. Mitchell, who is seeking corporations to sign up for three-year sponsorships of all the American Horse Show Association events, including grand prix.

"The equestrian world, like the yachting world, tends to be pretty well-heeled," says a spokesman for New York-based Rolex. In addition to sponsoring the USGPL tour, Rolex is involved with the U.S. Equestrian Team and uses team members in a series of print ads, created in-house, as part of an ongoing campaign that compares sports champions' athletic excellence to that of Rolex watches.

Anheuser-Busch, which attached its Michelob brand name to the AGA tour, encourages local distributors to set up hospitality areas at the grand prix events and occasionally to do in-store promotions with counter cards. St. Louis-based A-B's tour sponsorship costs about $550,000, according to Mr. Passant.

Rolex Watch USA comes along for the ride in print ads supporting horse jumping.

"Horse jumping provides very prestigious, quality imagery, and that is consistent with our Michelob super-premium brand," says Joe Castellano, senior manager-sports marketing.

When it was the AGA tour sponsor, Mercedes suggested that local dealers set up hospitality areas and provide special seating at the events. This year, when Mercedes ended its association with the AGA, the company produced it's own series of three grand prix regional events in affiliation with horse shows in Dallas, Los Angeles and New York.

"We got out [of the AGA sponsorship] because we felt that a 32-event situation just wasn't paying us back. We were only getting worth out of some markets, some events," says Chris Dirato, sports PR manager at Mercedes-Benz, Montvale, N.J.

The first Mercedes Show Jumping Championships were held in Los Angeles on June 28, Dallas on Aug. 8, and New York City on Nov. 7, the latter as part of the National Horse Show at Madison Square Garden. Each event carried a purse of $50,000 and a $10,000 bonus for the winning rider.

CBS Sports will broadcast an hour-long program of "The Mercedes Horse Jumping Championship" on Dec. 5. Mercedes pre-bought a set percentage of the program inventory. Specific figures were unavailable, but generally, in order to get its name in a program title, a sponsor buys at least one-third of the commercial time on CBS, says Peter Tortorici, VP-programming, CBS Sports, New York.

"I think [what Mercedes has done] is part of a larger trend," says Lesa Ukman, editor of Chicago-based industry newsletter *Special Events Report*. "As corporations know what they want and are more and more practiced at sponsorship, they're going to create events for themselves to meet their objectives, rather than buying into somebody else's circuit."

"All the horse sports are getting more interest from sponsors," she adds. "Certainly dressage and steeplechase are as exciting as jumping. The real key with these sports is that if there's an authenticity to the event with a following, it will probably appeal to a corporation."

As for the the sport's future, "I think it will remain very

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Sponsors

(Continued from Page S-8)

Lever 2000 Atlanta Stride in late September to build awareness of its new product, Lever 2000, a family deodorant soap currently in test in the Atlanta market.

Lever Bros. decided to put on the striding event, which attracted about 1,000 participants, because "sponsorship of a new activity buys a brand high visibility," says Andrea Gurvitz, senior VP of D-A-Y PR, a division of Ogilvy & Mather Worldwide, New York.

She says the company targeted women by distributing entry flyers through such outlets as women's health clubs and daycare centers.

However, the stride itself

much an elitist activity, simply because of how much it costs to do it," says David Wright, president of Intersport Inc., a Greenwich, Conn., company that produces grand prix and other sporting events. He adds that the horses themselves cost $200,000 to $1 million, and that training and transportation costs are also high. "You see a lot of sponsors coming in and going out. They stay for a while and a lot of them become disillusioned. In some cases it's just too upscale an audience; it's a finite group of people."

Mr. Wright sounds the only pessimistic note among sports-marketing professionals involved in show jumping, however. The rest say interest in—and sponsorship of—grand prix will continue to grow, and that its appeal will be not just upscale, but widespread.

"Horse jumping has been a sleeper and I think it will have grand appeal in this country, not just as an elitist sport, because people in rural areas as well as suburban areas are used to seeing horse events," says Monica de Hellerman, president of New York-based international Sport Summit. "When you go to every country fair, one of the key events is a horse pull or a horse skill event." Ms. de Hellerman says another reason grand prix jumping will grow is that it is "uniquely suited to television."

Mr. Landsman says he sees "a broadening of the sponsorship base to [include] mass-market products."

Certainly there's no sign of major sponsors abandoning grand prix in the near future. Anheuser-Busch signed a two-year agreement to sponsor the AGA tour and Mercedes has entered into multiyear agreements with the three horse-shows to continue its grand prix events.

Grand prix jumping may prosper even if it continues to be viewed as elitist. "Originally we felt that we had to downplay the upscale image, but as it turned out, the upscale image is what has supported us," says Mr. King. AA

was designed to include the whole family—husbands, children, even babies in strollers or backpacks.

Lever contributed a portion of the entry fees to New York-based Women's Sports Foundation, a group dedicated to expanding sports and fitness opportunities for girls and women, with whom it put on the event.

Lever paid WSF a $25,000 honorarium, and charged entrants a $5 fee, of which $3.75 went to recoup the payment to WSF. If Lever 2000 goes into national distribution, the company may take the stride concept to other cities, says Ms. Gurvitz.

"It's a good fit—a family soap sponsoring a stride for women and their families."

—Lori Kesler

Signing 3M an Olympian effort

By Pat McGeehan

When executives of ISL Marketing decided to approach 3M about being one of the first worldwide sponsors of the Olympic Games, they knew it would be a tough sale.

As the exclusive marketing consultant for The Olympic Programme *(see related story)*, a marketing package created by ISL and the International Olympic Committee, ISL was seeking global marketers and 3M, an $8.6 billion behemoth with operations in 50 countries, certainly fit the bill. But St. Paul, Minn.-based 3M, while a highly visible advertiser on TV sports programming, had never sponsored a major sporting event, and ISL's sponsorship pitch carried a $10 million-plus price tag.

What ISL had in mind was to convince 3M its Scotch brand products should be the "official audio and videotapes of the 1988 Olympic Games," according to Robert Prazmark, VP of ISL Marketing USA, New York, the U.S. division of Lucerne, Switzerland-based ISL Marketing Group.

After the sports marketing company made its pitch to 3M, the conglomerate's executives mulled the offer and decided to take it—and a whole lot more.

They returned a proposal to ISL that would give 12 of 3M's product groups official status—for the price of one. If 3M was going to make the Olympic jump, it might as well expose as many products as possible to the world audience.

"They came at us with a brand concept. What we were interested in was a company concept," says Donn Osmon, VP-marketing and public affairs. The company sought official product status for everything from those ubiquitous, yellow Post-It notes to electrical connectors and cables.

ISL was willing to give 3M more for its money, as long as the original price tag held, Mr. Prazmark says. ISL's primary concern was getting a minimum amount of money for each sponsorship. The company knew there would be few, if any, other takers for 3M's product categories.

Spots for 3M's Olympic sponsorship show a skater and cyclist in training, but emphasize the participant's parental support.

The various Olympic committees, however, were concerned about clutter. "They thought 'the official electrical connectors of the 1988 Olympic Games' was going a little too far," Mr. Prazmark recalls.

So, a two-tier deal was structured. It granted official status to four of 3M's product categories: audio and videotapes, computer discs, tapes and laser discs; Thinsulate clothing insulation and Thintech waterproof fabric; Scotchgard fiber and fabric protectors; and Scotch and 3M adhesive tapes.

Pat McGeehan, a former Advertising Age *reporter, covered the ad market for TV sports programming in the July 13, 1987 Sports Marketing Special Report.*

■ *Multimillion, two-tiered deal gets company into major sport sponsorship via '88 Games*

Each of those product groups can be promoted and advertised as the official product of its type of the '88 Olympics.

"We chose those [categories] that were much more related to consumer products," says Mr. Osmon.

Eight other product groups may be designated as products of a "worldwide sponsor of the 1988 Olympic Games." They are: Post-It notes; Buf-Puf facial and body sponges; 3M and Scotch scouring pads and materials; Nomad floor mats; Scotch and 3M adhesives, caulking materials and glues; energy-saving and energy-control products; electrical and electronic cables and connectors; and reflective materials. Since that deal was hammered out, 3M has returned for an additional helping. Its professional healthcare products also will carry "official product" designation.

Neither 3M executives nor Mr. Prazmark would disclose the amount 3M is paying for the sponsorship, but it is estimated to be about $12 million.

3M has taken so strongly to the idea of Olympic sponsorship, Mr. Prazmark says, he has come to believe that 3M, rather than standing for Minnesota Mining & Manufacturing, is short for More, More, More.

Charles Eldridge, 3M's VP-corporate marketing services, says the appeal of ISL's offer wasn't the idea of sponsoring a sporting event. Technically, the company's consumer products don't lend themselves well to sports sponsorship in the way cars, trucks and beer do. In fact, only 10% of the company's sales are to consumers; the other 90% go to industry. "We are the first and, I believe, the only company that fits into the business-to-business category to sponsor the Olympic Games," says Mr. Eldridge.

"The sports marketing element is important," he adds, "but the biggest and most important element is the Olympics themselves. 3M operates on a global basis in 50 countries, most of which would be sending some sort of representation to the Summer Games and many of them also to the Winter Games."

Since 3M signed on as a TOP sponsor, it has developed novel ways of promoting the Olympic association. At numerous trade shows around the world, 3M's booths have been built around Olympic themes and filled with memorabilia from past Games that the company dug up in the International Olympic Committee's archives in Switzerland.

Since then, other sponsors have followed suit, according to Mr. Prazmark. "Now, all the sponsors have access to the archives," he says. "3M is pioneering the Olympic association in a way that's never been done before," he says. "They have really thrown their marketing muscle behind this."

(Continued on Page S-12)

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Brokers go on the attack

By JUDITH GRAHAM

NEW YORK—Three major brokerage houses are breaking aggressive ad campaigns in the wake of last month's stock market plunge.

Each campaign represents a major change in approach.

Black Monday, Oct. 19, "literally changed all the rules governing . . . advertising for our industry," said John Lampe, senior VP-director of advertising and public relations at PaineWebber. "Market conditions required [something] totally new."

E.F. Hutton & Co. has turned to an ad agency for the first time in five years, farming out a chunk of its $20 million-to-$25 million account to Hal Riney & Partners.

Hutton's new campaign breaks tonight with a 60-second teaser on ABC-TV's "Monday Night Football." It will run throughout the week on network TV. The meat of the campaign—four hard-hitting :30s featuring customers talking to brokers—breaks later this month.

Hutton's change of direction is being led by Jerry C. Welsh, senior exec VP-marketing and strategic development since March and former director of worldwide marketing, American Express Travel Related Services.

It was apparent even before the October stock plunge that there had to be a "quantum change" in financial advertising, Mr. Welsh said. "All this soft advertising had to give way to something more jugular."

Tonight's teaser spot is a collage of quick shots of city life accompanied by the inspirational chant from the Oscar-nominated movie "The Mission." After the music crescendos to a climax, the spot closes with the slogan: "A new day has begun. E.F. Hutton. We listen."

Until 1982, when it went in-house, Hutton's account was handled by Benton & Bowles (now D'Arcy Masius Benton & Bowles), which created the famous "When E.F. Hutton talks, people listen" campaign in 1972.

Drexel Burnham Lambert, the largest player in the "junk bond" market, last week broke its first major television campaign.

The commercials, from Chiat/Day, target policy-makers and opinion leaders, and are running on cable and broadcast spot in Los Angeles, New York and Washington.

Company executives said the effort was created before the stock market plunge but that its message—the social

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Hollywood's lure: Bill Cosby and two of TV's other big draws, Tom Selleck and Ted Danson.

'Tis the season

Movies are hot, bubbly's not

By WAYNE WALLEY

LOS ANGELES—Movie studios are juggling release dates and linking up with Coca-Cola Co., McDonald's Corp. and Sears, Roebuck & Co. in their pursuit of record box-office sales this holiday season.

The trick is to have the product and marketing strategy that will work in an unusually crowded holiday theatrical film marketplace.

At least 24 films are due for release in the five weeks between Thanksgiving and New Year's Day, the most active holiday market in recent memory.

Box office sales could hit $500 million or more,

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HOLIDAY MARKETING

By JENNIFER PENDLETON

LOS ANGELES—E&J Gallo Winery is trying to put the sparkle back into the nation's top-selling sparkling wine, Andre champagne.

Modesto, Calif.-based Gallo today launches its 1987 holiday TV campaign for Andre with a new approach from Hal Riney & Partners, San Francisco.

Gallo will not discuss the campaign, but retail sources expect a breezy, tongue-in-cheek approach in which celebrities make toasts with Andre.

For Gallo's champagne, there has been little to

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Presidential campaign ads tap into cable

By STEVEN W. COLFORD

WASHINGTON—In a media breakthrough, the presidential campaign of Sen. Robert Dole (R., Kan.) plans to use national cable TV advertising for fund raising, and Vice President George Bush's campaign may not be far behind.

The Dole and Bush moves would be a major step forward in making national cable a permanent part of the political landscape.

First off the mark likely will be Sen. Dole. A 60-to-90-second Dole spot tentatively is planned to break on the Financial News Network probably by Jan. 1.

It will mark the first national use of cable by a presidential candidate, said a spokesman at the Cabletelevision Advertising Bureau, a New York-based industry organization that promotes cable advertising.

The Dole forces also plan to break conventional broadcast advertising by Nov. 30 to try to overtake the GOP front-runner, Vice President Bush.

Although the Dole campaign's main creative work will be handled by Ringe Media, Washington, and its media placement by Multi Media Services, Alexandria, Va., the first Dole cable commercials may contain some excerpts from an 18-minute Dole biographical video produced by Murphy & Castellanos, Alexandria.

"The video gives a pretty good sense of themes for the campaign, and we may just edit that down to broadcast length," David Keene, the Dole campaign's senior political consultant, said.

The Dole biographical video,

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Last Minute News

Beatrice moves brands to Calif. agencies

FULLERTON, CALIF.—Beatrice Cos.' Hunt-Wesson unit awarded Dailey & Associates, Los Angeles, and Ketchum Advertising, San Francisco, $10 million in business that was resigned last week by J. Walter Thompson USA, Chicago *(see related story on Page 8)*. Dailey will pick up the LaChoy and Swiss Miss brands and an undisclosed Hunt-Wesson new product. Ketchum gets Fisher Nuts and Rosarita Mexican foods.

O'Rielly quits as partner, creative director

NEW YORK—Curvin O'Rielly, 45, resigned as a partner and creative director of O'Rielly O'Brien Clow/RSCG, an agency founded here a year ago by the French agency Roux, Seguela, Cayzac & Goudard. Mr. O'Rielly said he quit because he opposed a plan to expand the agency via acquisitions. Mr. O'Rielly is the former creative chief of McCann-Erickson here and Ogilvy & Mather, Chicago.

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Ad agencies slash jobs—Page 3